

# #ICT4Scale Stakeholder Meeting

Malawi, April 2019



[farmradio.org](http://farmradio.org)





Scaling up means **expanding, replicating, adapting** and **sustaining** successful policies, programs or projects in geographic space and over time to reach a greater number of rural poor

# Scaling dimensions

**Horizontal Scaling (scaling-out):** The process of expanding impact through replication, - e.g., from one geographical area to another (quantitative)

**Vertical Scaling:** Changing the policy / institutional environment through higher level influencing, - e.g., moving from a local or provincial engagement to a nationwide engagement (institutional)

**Functional Scaling:** Expanding the functional scope of an innovation, - e.g. adding processing and marketing components to a project initially focusing on crop production (diversification)





Success rates for ICT for development projects in general are **mixed**, including those projects targeting the agricultural sector

1. Emphasis on dissemination, adoption and diffusion are not sufficient
2. Major interest by funding agencies about how to scale ag projects
3. Too many projects stuck in piloting phase
4. ICT has a major contribution to make





# Harnessing ICT for Scaling-up Agricultural Solutions



# At a glance

- **30 month** research initiative funded by International Development Research Centre (IDRC), Canada
- April 2017 - November 2019
- Researchers from **Malawi, USA, Canada**
- Examining projects across the world



Which **technologies** and under what **circumstances** and with what configuration of actors will ICT enable scale?

What principles and strategies will guide the use of ICT and are essential to achieve success in scaling up solutions for sustainable development?



# Research questions:

1. What **combinations** of ICT, actors and institutional arrangements are most effective in scaling agricultural solutions?
2. What **strategies** for the use of ICT are successful in facilitating the scaling of solutions, e.g. interaction with audiences, type and quality assurance of information and content?
3. What are the **gender equality** considerations of ICT-enabled scaling of agricultural solutions?
4. How and by whom are ICT being designed, applied and tested as part of **business models** that lead to successful scaling of solutions and practices?
5. What **barriers** may limit the reach or effectiveness of ICTs in scaling initiatives?

# Research components



## Meta review

Impact assessments and findings from a set of existing ICT-enhanced scaling-up initiatives implemented worldwide are being synthesized using content analysis of documents, surveys, and interviews.



## Case studies

Case studies are being conducted in sub-Saharan Africa to examine in more detail the functioning and impact of concrete scaling-up initiatives.



## Intervention research

We are testing elements of our ICT4Scale models within existing initiatives, and the assessment of their impact on beneficiaries. This includes radio, call-centres, SMS and more...



## Learning platform

Consistent sharing of success stories in ICT-enabled scale-up. Involvement of various stakeholders in inputting into, and utilizing our ICT4Scale framework.



# Intervention research



# Inoculant in soybean production in Malawi



- Participatory Radio Programs
- Call Centre/ Mlimi hotline
- SMS push and pull platforms
- WhatsApp groups



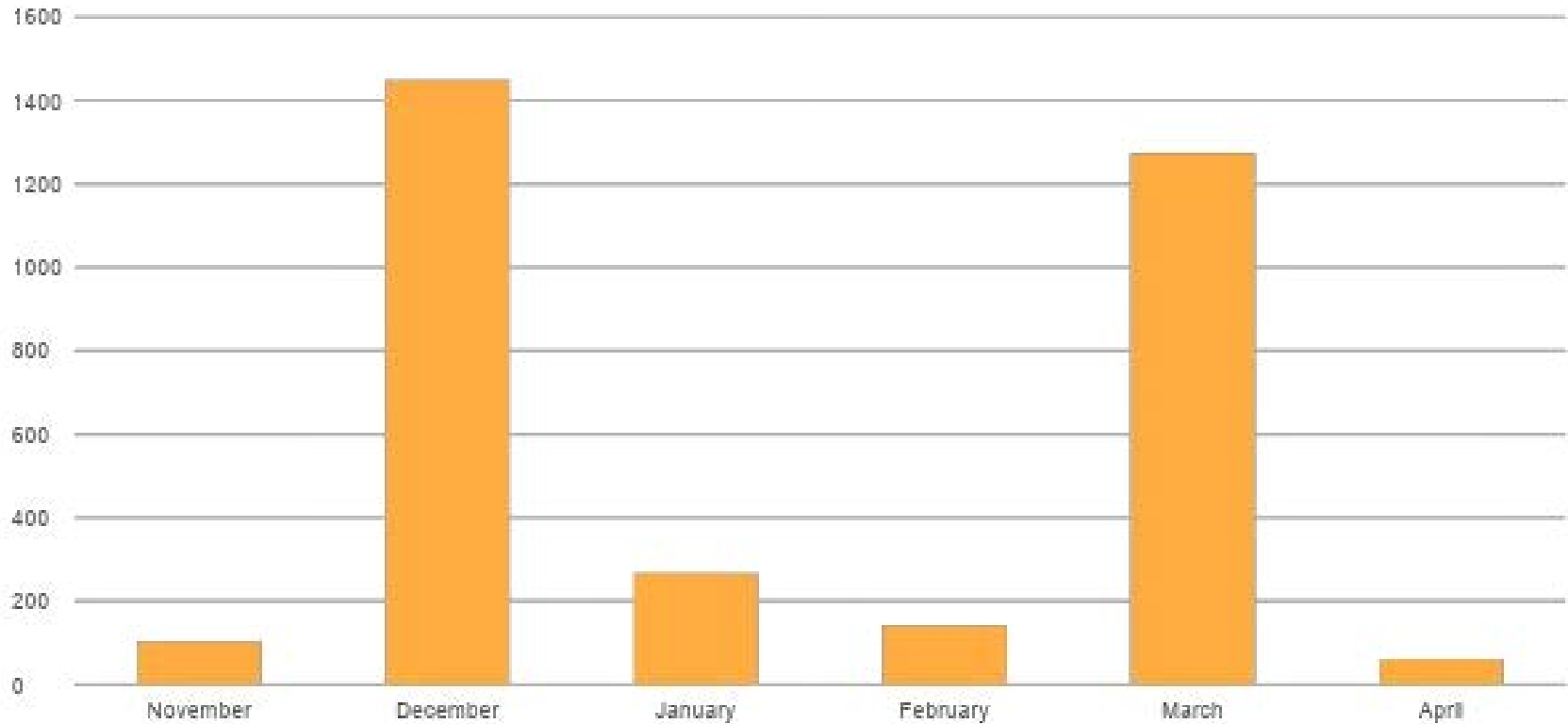
### Key messages

- Benefits, access, storage & utilisation of inoculant
- Crop stand of inoculated soybean
- Soy crop management in the fields
- Post harvest preparations & marketing

# Participatory radio programs

- Content for PRC generated through NACDC, baseline survey & rapid assessment
- Various resource persons including farmers; govt. dept. (DARS, DAES); NGOs; private sector, & FRT
- Aired on **'Mudzi Wathu' Community radio station** in Mchinji on Tuesdays at 2:00 PM, a repeat on Saturdays at 16:10 PM

## Listeners Beeping during the Radio Program







FARM RADIO  
TRUST

No farmer fails to profit  
due to lack of information

500 calls/day  
100,000 calls  
registered



Frequently asked  
questions  
featured on  
radio programs



National  
Knowledge  
Partners

Global  
Knowledge  
Partners

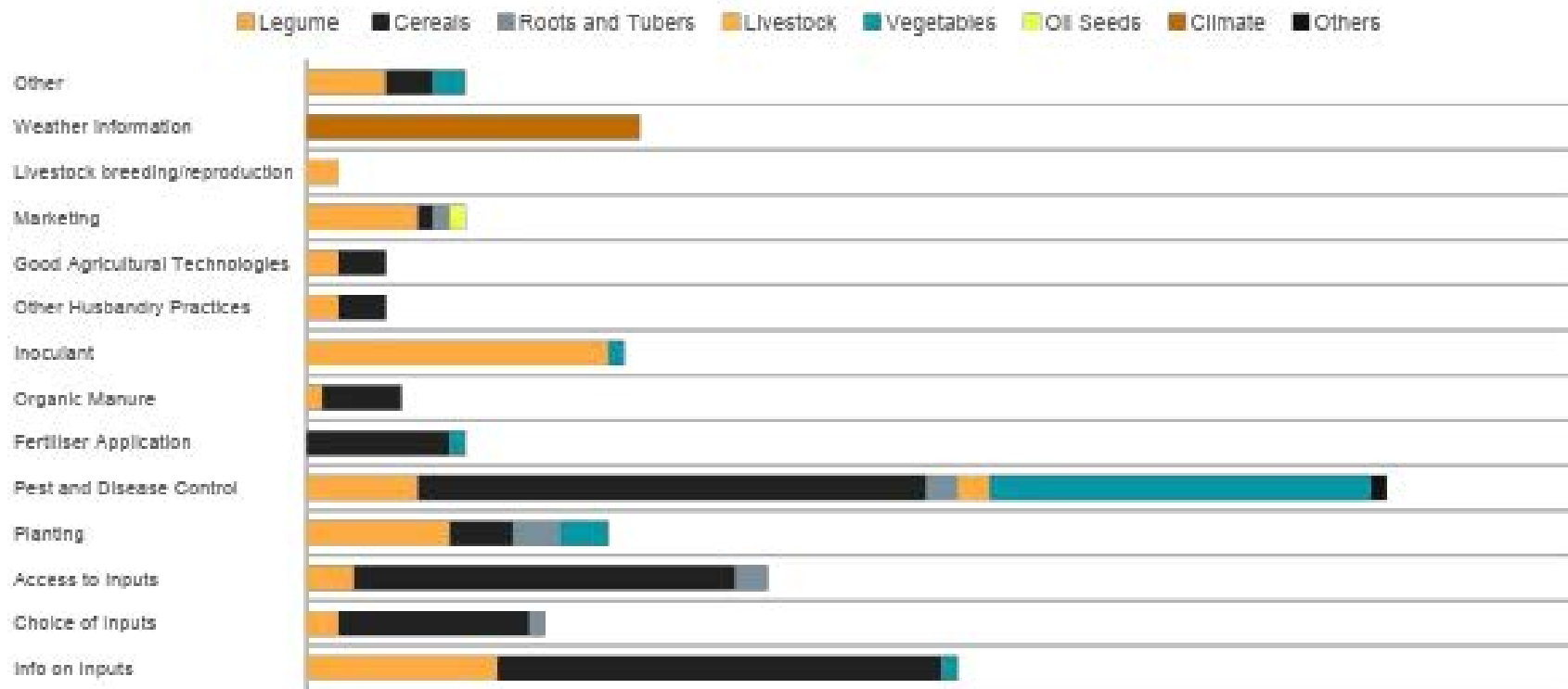
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*Potential for business, markets, advisory services & research*

November 2018

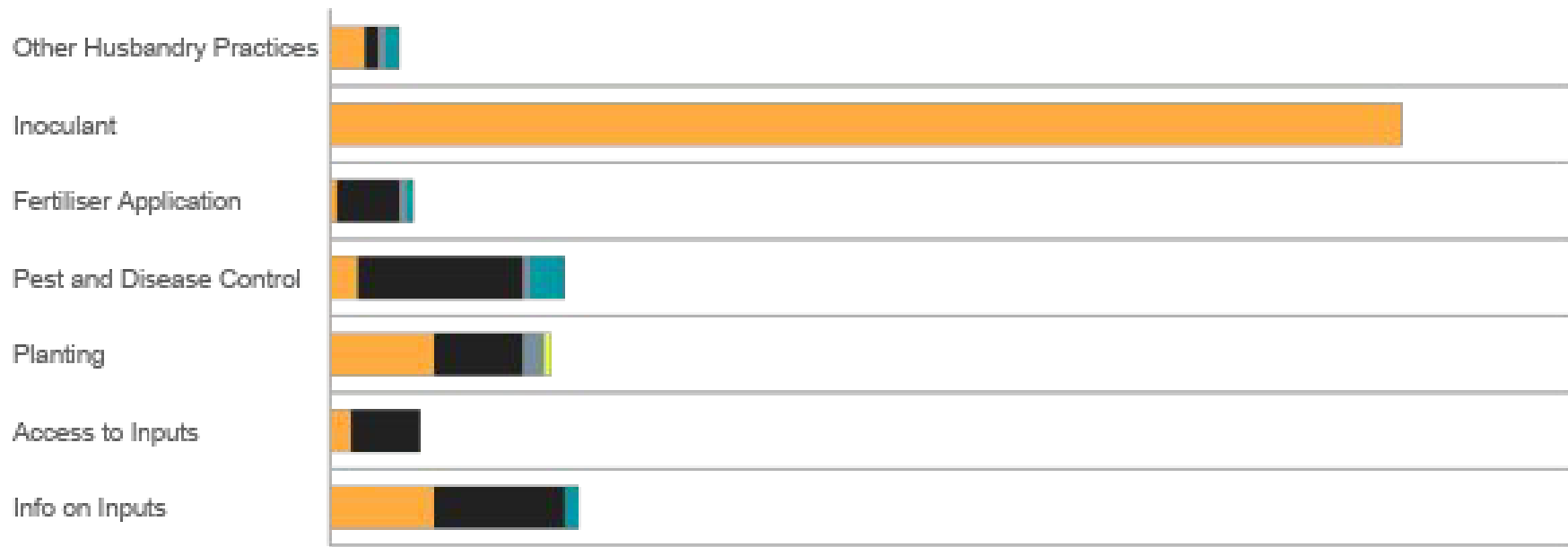
## Call Centre Cases by Value Chain



December 2018

### Call Centre Cases by Value Chain

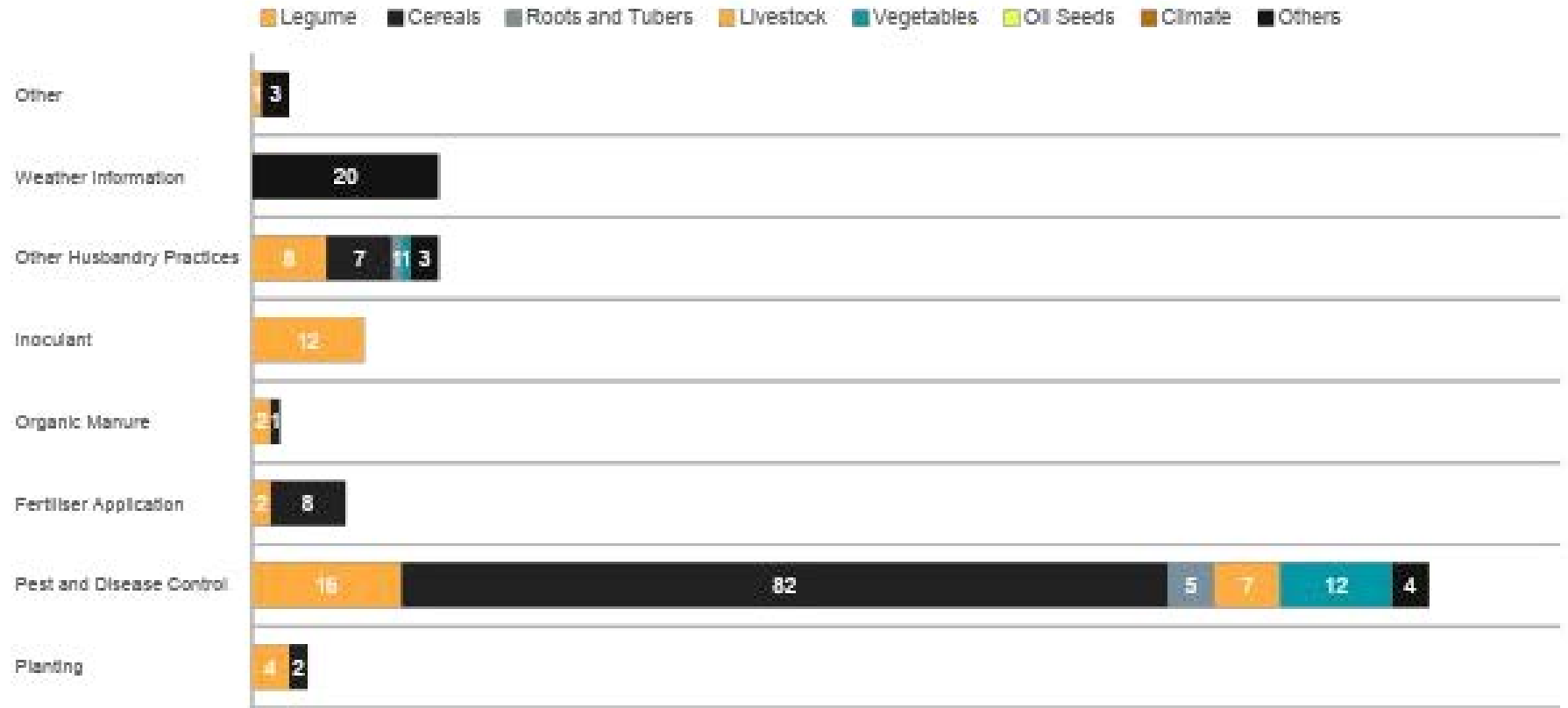
■ Legume ■ Cereals ■ Roots and Tubers ■ Livestock ■ Vegetables ■ Oil Seeds ■ Climate ■ Others





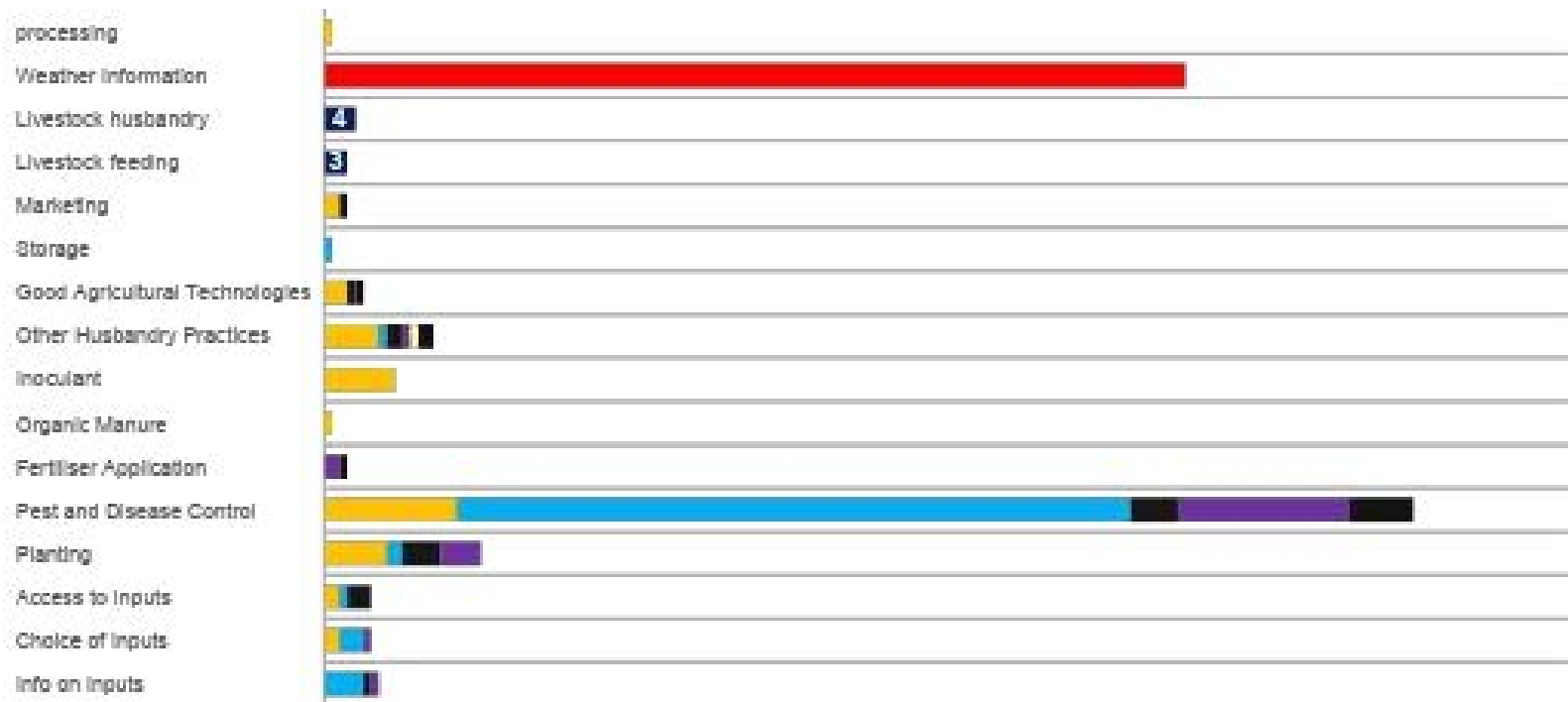
January 2019

## Call Centre Cases By Value Chain

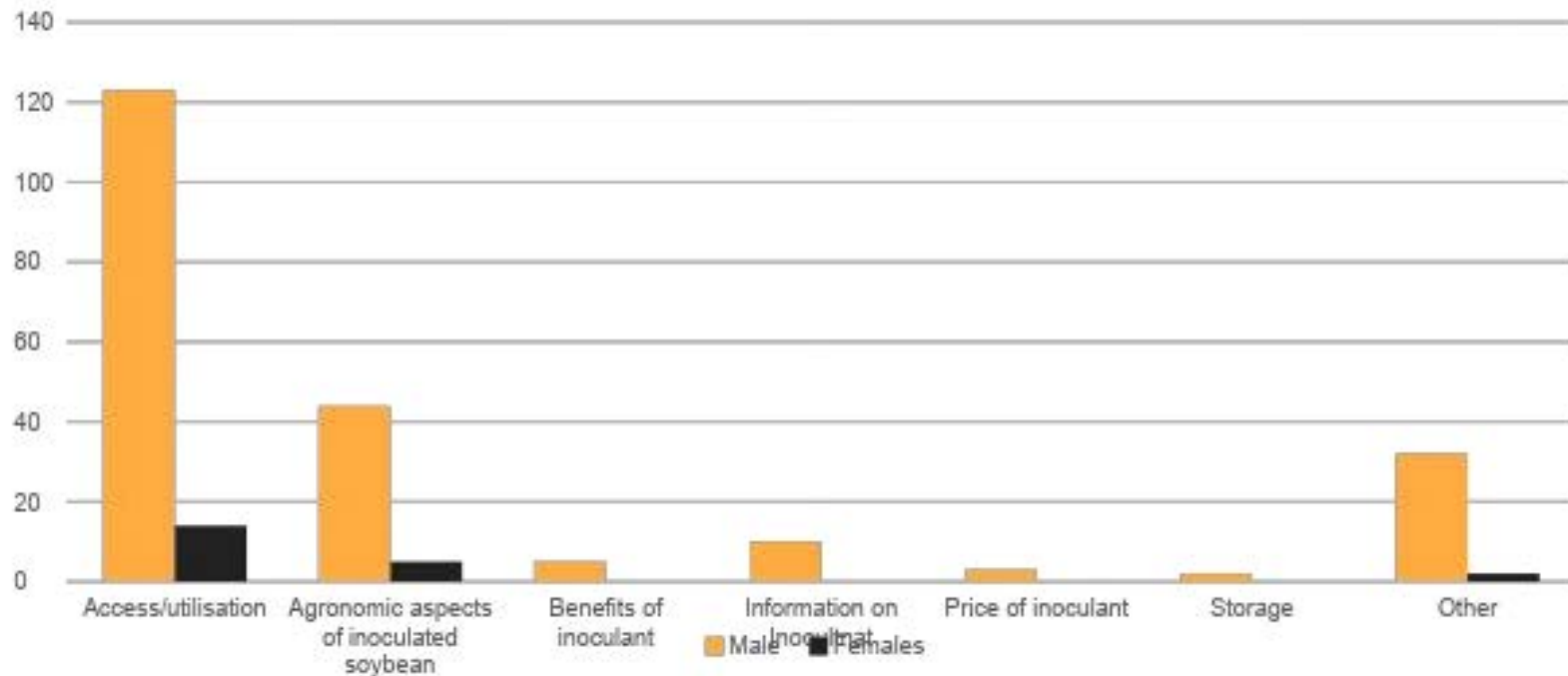


## Call Centre Cases by Value Chain

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## Specific Inoculant Cases





### Key messages

- Benefits, access, storage and utilisation of inoculant, crop husbandry practices of inoculated soybean, airing time, and themes
- Incoming SMS messages from farmers
- Access, utilisation, storage etc.

## SMS Push/Pull

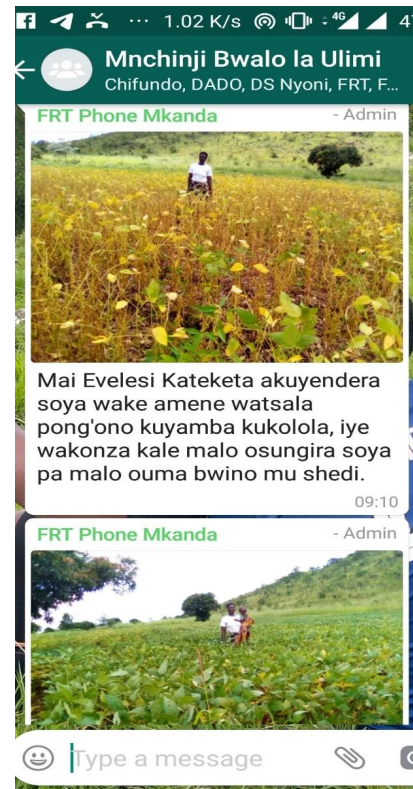
- 14 SMS pushed to 2,317 farmers

	Outgoing SMS	Incoming SMS
November	9,420	12
December	29,673	176
January	17,474	51
February	10,609	54
March	18,668	148



# WhatsApp in Mchinji

- A district WhatsApp group in Mnchinji called **'Bwalo la Ulimi'**
- The farmers were demonstrated on how WhatsApp works irrespective of their illiteracy levels for instance sharing of relevant information through, voice messages and pictures.
- Cost-effectiveness of using mobile phones and WhatsApp in terms of minimising cost of travel to seek extension services & the amount of airtime saved through the use of volume bundles
- Lessons around gender-usage have led to mid-course correction





## Gender considerations

PRC had the several strategies put in place to ensure **womens' participation** and enhance their uptake of the technology including: time of airing, combinations of different ICT platforms, use of listening clubs/ ICT hubs

# Gender-sensitive actions

- Targeted radio programs
- Women's-only call in lines
- Use of women groups in the programming to air out their issues
- Debates on specific gender issues on-air








## Challenges & Observations

# Challenges & Observations

- Low ownership of mobile phones by the majority of the female farmers
- ICT limitations and failures
- Women are not taking a proactive role
- Women have a tendency to always let men take the lead in making the decision & the men are accustomed to this.
- Some women reported that sometimes the men threaten to end the marriage if they tend to take the leading role in making decisions at the household
- Other radio programs promoting use of inoculant

## Challenges & Observations (cont'd...)

- More farmers are yet to pay for services, if a farmer sees values, then they are likely to take up and pay for the technology
- Promotion & demonstration is necessary in uptake of ICT platforms, especially for female farmers
- ICTs work well in combination to compliment each other
- There is need to empower more females to participate in decision making processes at household level. Men should be included in such trainings to ensure that they support the females too.



What is your organisation's view/perspective on scaling up?  
What is your experience in use of ICT in scaling up Ag solutions?  
In these projects, how do you consider gender?





# Thank you!

Get in touch:  
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## BREAK OUT SESSIONS



# What is your organisation's view/perspective on scaling up?

DAES- horizontal-more farmers to be reached with extension, increase geographical coverage; & functional- adoption & practice of agricultural technologies through individual & group methods (lead farmer), mass media (Mega phones, Esoko- an e platform to reach farmers with advisories), TV.

LUANAR- TOTs to reach more coverage ( horizontal & functional approach), media by training broadcasting, both radio and TV, research, innovation hubs, lobby (vertical approach)

ARET- Vertical & horizontal-to reach more coverage and enhance adoption of practices with a focus on Tobacco production; radio programs, leaflets, demonstrations, open days, research, mobile phones

MaFAAS- Horizontal, functional & Vertical ( reach more coverage, influence adoption, innovation, policy interventions/lobby), using of ICTs (mobile phones, radio, videos)

## What is your experience in use of ICT in scaling up Ag solutions?

- DAES, bias towards the use of radio- positives-, its fast, more coverage, coming in of community radios, they have terra made messages specific to that region; Challenges- less feedback from the farmers due to the type of ICTS used, monitoring of the impact of the messages disseminated, access due to affordability, technological know how on the use of the ICTS , ICT infrastructure, e.g. Networks,
- LUANAR- contribution of human resource in the scale up, engagement in consultancies, lack of equipment e.g. radio station on campus, and other resources on teaching and learning, lack of employment to contribute to scale up,



# What is your experience in use of ICT in scaling up Ag solutions?

- ARET- Positives- reach out to more masses, challenges cost of airing on national radio stations, so more community radio stations would help as they are relatively cheaper, cost of airtime on the part of the farmer
- MaFAAs- the positive- more coverage, challenges - affordability, access, utilisation of the ICTs, categorization of the ages (youth/adults) gender in the use of the ICTs to customise outreach; network challenges, content challenges, creation of demand without supply, regulations on the Ag solutions,

# In these projects, how do you consider gender?

- more emphasis on women does not work well with gender, men need to be involved, value propositions to the men to bring women on board
- Vertical scaling, for instance making network accessible to all including women,
- Understanding the gender dimensions in the area when bringing in the technologies that are enhanced through the ICTs
- Gender policies to ensure more female extension workers where female farmers would engage more females

## Group 2: What is your experience in use of ICT in scaling up Ag solutions?

NO.	ORGANISATION	VIEW/PERSPECTIVE ON SCALING UP
1	FRT/FRI	Moving from of pilot phase to wider populace. Increase the reach from demonstration plot to wider masses as well as adoption of the technology adoption. It involves technologies, mode of communication and corroboration with partners in the agriculture sector
2	DAES	Transfer technologies from sister departments to farmers and making sure farmers are adopting new technologies beyond demonstration
3	ARET	To reach every farmer who grows tobacco regardless of land holding size.
4	DARS	Making available of released technologies to other departments in the ministry of agriculture and other stakeholders in the agriculture sector.
5	FEED THE FUTURE	Reaching out to the marginalized segregated by gender (Marginalized refers to people in the rural areas and those hard to reach)

# Group 2

	PAES	<ul style="list-style-type: none"> <li>Radio, publication (farmer magazine, leaflets, flyers, posters brochure, booklet, training manual), video, outdoor media, SMSs, e-platform</li> <li>Feedback: through frontline staff and SMS platform</li> </ul>
	ARET	<ul style="list-style-type: none"> <li>Use cellphone for push and pull (SMS), radio programmes aired on MBC and Zodiak twice a week, publications such as newsletters and field calendar</li> <li>In terms of feedback: They depend on extension workers</li> <li>Adoption: tobacco buyers (Merchant) plays a big role on promotion of use of certified seed. They buy certified seed and provide to farmers who on contract with them.</li> </ul>
	DARS	<ul style="list-style-type: none"> <li>Circular, demonstration, videos, publication, radio programme,</li> </ul>
	FEED THE FUTURE	<ul style="list-style-type: none"> <li>Use of videos to promote different technologies</li> <li>Whatsapp group is also used to promote picsbag</li> <li>Newspaper (FUKO) to promote agri</li> <li>Brochures for every technology they promote</li> <li>Radio programmes in partnership with FRT. Both national and community radio station</li> <li>Feedback: through surveys</li> </ul>

## Gender considerations on group 2

- FEED THE FUTURE: - They mainstream gender in every training they
- They use gender action learning systems approach
- ARET: They provide trainings specifically to women in terms of farm records
- DARS: every technology released, they make sure is gender sensitive. Gender friendly technology
- DAES: there is a special branch mainstreaming gender in the projects. Through household approach farmers gender is mainstreamed in farm household. Issues of 50-50 in farmer groups. Every training conducted with farmers, a top about gender is incorporated